



The Georgia Department of

# The DoD Role in Crisis Communication

Presented by Captain William Carraway  
State Public Affairs Officer, Georgia  
National Guard

# Preparing for Crisis Communication

Providing sustainable, effective means to communicate  
with key audiences.

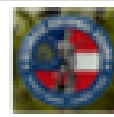
# Ga DoD PAO DSCA Tasks

PHASE 0 SHAPE	Phase I ANTICIPATE	Phase II RESPOND	Phase III OPERATE	Phase IV STABILIZE	Phase V TRANSITION
<u>PHASE 0</u>	<u>Phase I</u>	<u>Phase II</u>	<u>Phase III</u>	<u>Phase IV</u>	<u>Phase V</u>
<p><b>Tasks:</b> Determine strat com message goals. Complete PAG, Determine key messages by audience and BPT respond to media inquiries while synchronizing initial messaging with GEMA.</p> <p><b>Media Posture:</b> Reactive.</p> <p><b>Stratcom Priority: (C1)</b> Communicate capabilities to outside stakeholders.</p> <p><b>Themes:</b> Training</p>	<p><b>Tasks:</b> PAO staffs MOC/JOC. Upon determining responding units, Component PAOs deliver PAG and instructions for media engagement.</p> <p><b>Media Posture:</b> Active – Primary engagement through social media channels</p> <p><b>Stratcom Priority: (S1)</b> Localize response story to feature Guard response.</p> <p><b>Theme:</b> DSCA</p>	<p><b>Tasks:</b> Army PAO coordinates for images from UPARS. UPARS facilitate media engagement as approved by DoD PAO.</p> <p><b>Media Posture:</b> Active – Primary engagement through social media channels. News releases to local/national media</p> <p><b>Stratcom Priority: (G1)</b> Images of Guardsmen working with Civil authorities</p>	<p><b>Tasks:</b> MPAD /PAO analyze news reports and localize coverage to leverage Ga. DOD strat com messages</p> <p><b>Media Posture:</b> No Change</p> <p><b>Stratcom Priority: (G3)</b> Images of Guardsmen working with Civil authorities</p> <p><b>Theme:</b> Coordination with civil authorities.</p>	<p><b>Tasks:</b> No Change</p> <p><b>Media Posture:</b> No Change</p> <p><b>StratCom Priority: (S3)</b> Images of first responders and citizens with Guard in background role demonstrating transition.</p> <p><b>Theme:</b> transition and order</p>	<p><b>Tasks:</b> No Change</p> <p><b>Media Posture:</b> No Change</p> <p><b>Stratcom Priority: (S2, F1)</b> Images of reunions/ signs of appreciation from impacted community</p> <p><b>Theme:</b> Employer/ community support for the Guard</p>

# Crisis Communication Case Study: PAX

1: Align messages across  
all channels.

2. Synchronize words,  
actions, and images to  
provide value to key



Georgia National Guard shared a link.  
January 29

PHOTO: Georgia Guardsmen are on the roads to support first responders and assist stranded motorists.



Winter Storm Response  
[www.flickr.com](http://www.flickr.com)

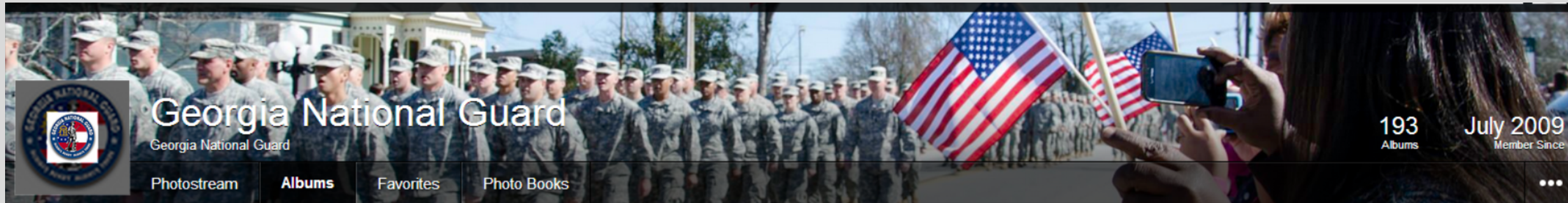
ATLANTA, Jan. 29, 2014 - The Georgia Guard has mobilized Guardsmen and equipment to assist civil authorities following Winter Storm Leon by aiding stranded motorists. Georgia Army National Guard photo provided by Maj. Daniel Miller / released

Like · Comment · Share


73 4 14 Shares



# Flickr.com/georgiaguard



The header banner features a wide photograph of Georgia National Guard soldiers in formation, with some holding American flags. On the right, a person is seen holding a smartphone to take a picture of the soldiers.



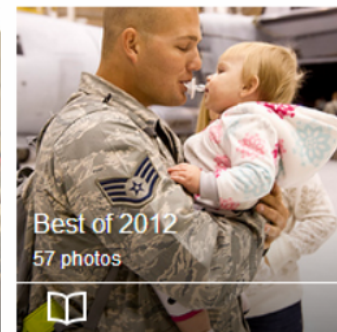
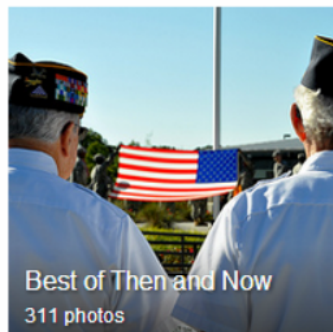
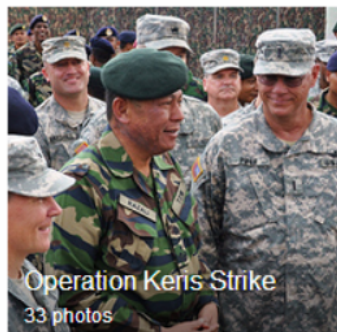
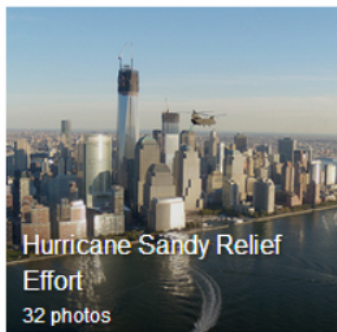
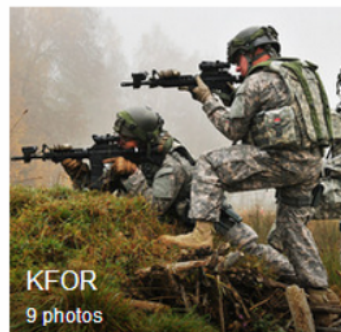
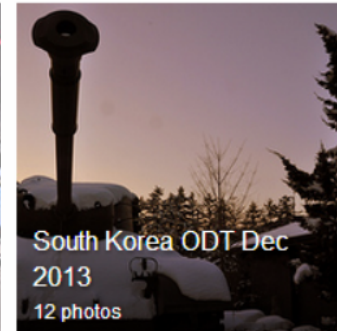
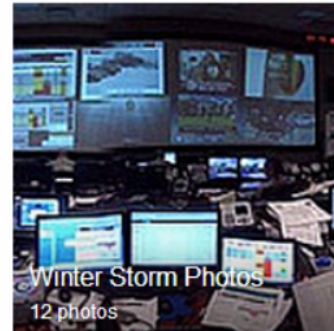
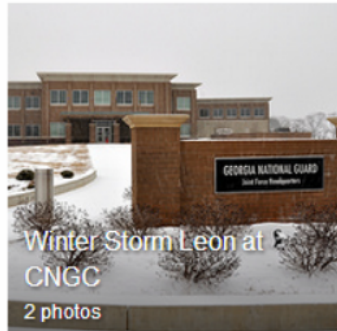
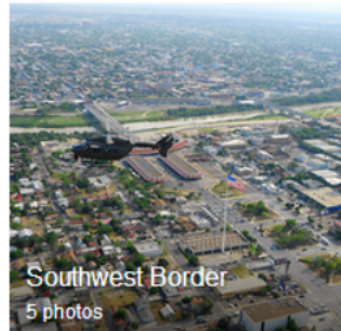
## Georgia National Guard

Georgia National Guard

[Photostream](#) [Albums](#) [Favorites](#) [Photo Books](#)

193  
Albums


July 2009  
Member Since






# Facebook and Twitter

Post Details



Georgia National Guard

Kristina Whitley sent this message and photograph:  
"I Can't thank Governor Deal and the Georgia Guard enough for saving my 4 year old today. Thank you Guardsman Rob Freeman"



about a week ago

Like

Comment

Share

208 Likes

1 Comment

50 Shares

5,580 people saw this post

Boost Post

5,580 People Reached

498 Likes, Comments & Shares

FROM YOUR PAGE AND POSTS

208 Likes

1 Comments

50 Shares

FROM LIKES, COMMENTS & SHARES

215 Likes

20 Comments

4 Shares

TOTAL

423 Likes

21 Comments

54 Shares

661 Post Clicks

514 Photo Views

0 Link Clicks

147 Other Clicks

NEGATIVE FEEDBACK

0 Hide Post

0 Hide All Posts


0 Report as Spam

1 Unlike Page

Facebook: 498 likes  
comments and shares  
661 post clicks (links to  
Flickr site)  
Total 1,159 interactions

Twitter: 49 retweets,  
29 favorites Total: 78  
interactions.

★ Tweets most favorited



GA National Guard @GeorgiaGuard - February 15, 2014, 4:07 am (GMT) via web - 49 retweets 29 favorites [...]

.@GeorgiaGuard has assets in Augusta near quake. Task Force reports no damage. Ready to respond.

## PHASE 0 SHAPE

### PHASE 0

**Tasks:** Determine strat com message goals. Complete PAG, Determine key messages by audience and BPT respond to media inquiries while synchronizing initial messaging with GEMA.

**Media Posture:** Reactive.

**Stratcom Priority: (C1)**  
Communicate capabilities to outside stakeholders.



GA National Guard @GeorgiaGuard · Feb 11

Ga. #NationalGuard monitors #WinterStorm conditions & coordinates with @GeorgiaEMA from the Guard Joint Ops Center.



12

★ 1



[View more photos and videos](#)



GA National Guard @GeorgiaGuard · Feb 11

From @GeorgiaDOAS Gov. Deal orders release of state employees not involved winter response. [fb.me/1R9KgoGt2](https://fb.me/1R9KgoGt2)



5

★ 1



## PHASE 1 ANTICIPATE

### Phase I

**Tasks:** PAO staffs MOC/JOC. Upon determining responding units, Component PAOs deliver PAG and instructions for media engagement.

**Media Posture:** Active – Primary engagement through social media channels

**Stratcom Priority: (S1)** Localize response story to feature Guard response.

**Theme:** DSCA capabilities



GA National Guard @GeorgiaGuard · Feb 10

Ready to Roll! the Ga. #NationalGuard is working with @GeorgiaEMA and @GADeptofTrans ahead of the winter storm.



42



11



[View more photos and videos](#)



## PHASE 2 RESPOND

### Phase II

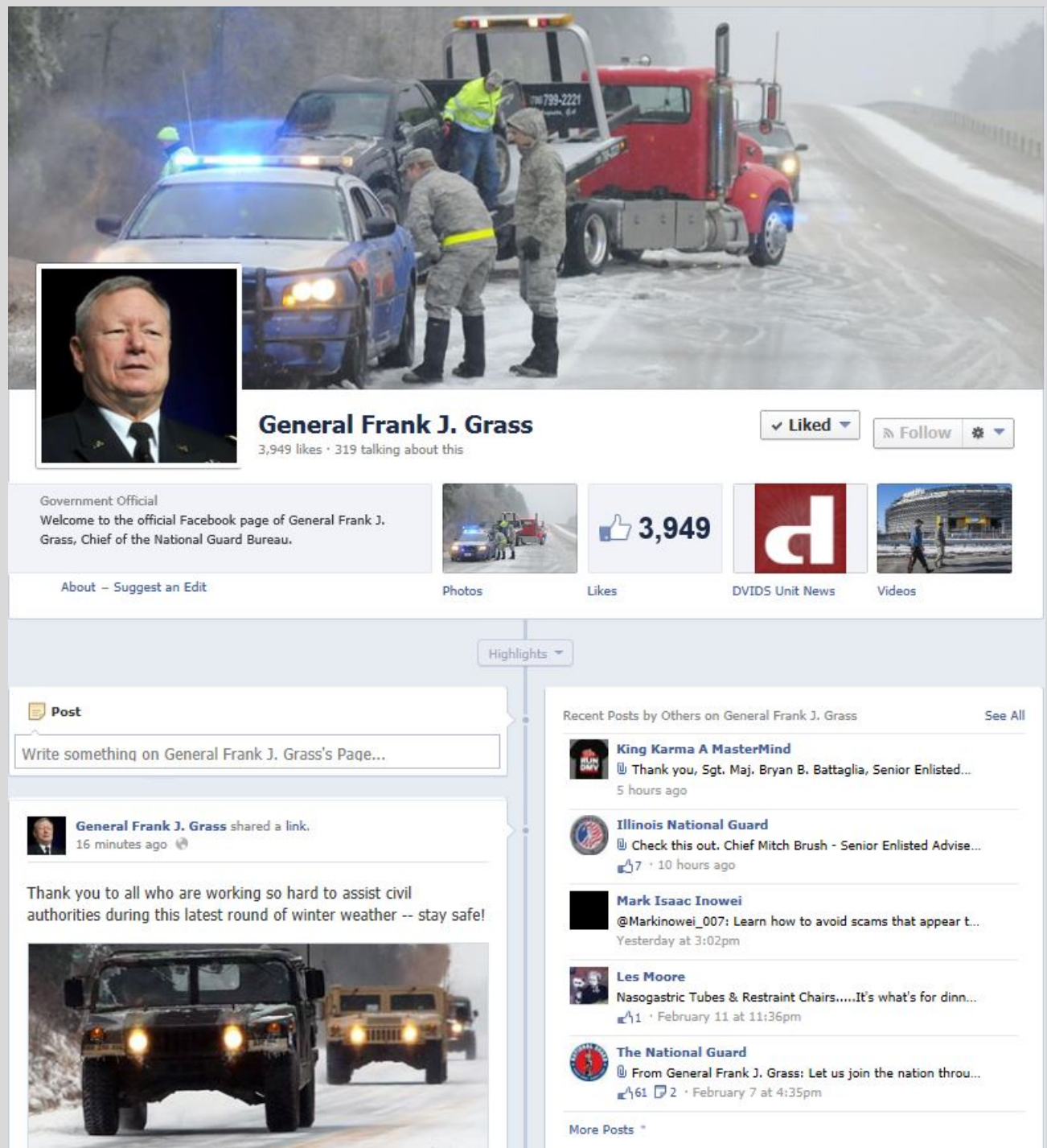
**Tasks:** Army PAO coordinates for images from UPARS. UPARS facilitate media engagement as approved by DoD PAO.

**Media Posture:** Active – Primary engagement through social media channels. News releases to local/national media

**Stratcom Priority:**  
**(G1)**

Images of Guardsmen working with Civil authorities

**Theme:** Rapid response



The screenshot displays the Facebook profile of General Frank J. Grass, a Government Official. The profile picture shows him in a military uniform. The cover photo depicts a blue police car with flashing lights on a snowy road, with a red tow truck and personnel nearby. The profile information indicates he is the Chief of the National Guard Bureau, with 3,949 likes and 319 people talking about the page. Navigation tabs for Photos, Likes, DVIDS Unit News, and Videos are visible. The main feed shows a post from General Grass sharing a link and expressing gratitude to civil authorities during winter weather. To the right, a section titled 'Recent Posts by Others on General Frank J. Grass' lists several posts from users like King Karma A MasterMind, Illinois National Guard, Mark Isaac Inowei, Les Moore, and The National Guard.

**General Frank J. Grass**  
3,949 likes · 319 talking about this

Government Official  
Welcome to the official Facebook page of General Frank J. Grass, Chief of the National Guard Bureau.

About – Suggest an Edit

Photos Likes DVIDS Unit News Videos

Highlights

**Post**  
Write something on General Frank J. Grass's Page...

**General Frank J. Grass** shared a link.  
16 minutes ago

Thank you to all who are working so hard to assist civil authorities during this latest round of winter weather -- stay safe!

**Recent Posts by Others on General Frank J. Grass**

- King Karma A MasterMind**  
Thank you, Sgt. Maj. Bryan B. Battaglia, Senior Enlisted...  
5 hours ago
- Illinois National Guard**  
Check this out. Chief Mitch Brush - Senior Enlisted Advise...  
7 · 10 hours ago
- Mark Isaac Inowei**  
@Markinowei\_007: Learn how to avoid scams that appear t...  
Yesterday at 3:02pm
- Les Moore**  
Nasogastric Tubes & Restraint Chairs.....It's what's for dinn...  
1 · February 11 at 11:36pm
- The National Guard**  
From General Frank J. Grass: Let us join the nation throu...  
61 · February 7 at 4:35pm

More Posts

## PHASE 3 OPERATE

### Phase III

**Tasks:** MPAD /PAO analyze news reports and localize coverage to leverage Ga. DOD strat com messages

**Media Posture:** No Change

**Stratcom Priority: (G3)**  
Images of Guardsmen working with Civil authorities

**Theme:** Coordination with civil authorities.



GA National Guard @GeorgiaGuard · Feb 12

#Teamwork @GADeptofTrans and Ga  
#NationalGuard vehicles working together  
in Dahlonega. [bit.ly/1gw3Ebt](https://bit.ly/1gw3Ebt)



13

9



[View more photos and videos](#)



GA National Guard @GeorgiaGuard · Feb 12

3 months after returning from Afghanistan, the Ga.Guard's 878th En Bn mobilizes to help fellow Georgians. [bit.ly/1eVgfq2](https://bit.ly/1eVgfq2) #WX #Pax



9

2





# Ga DoD PAO DSCA Tasks

## PHASE 4 STABILIZE

### Phase IV

**Tasks:** No Change

**Media Posture:** No Change

**StratCom Priority:**  
**(S3)** Images of first responders and citizens with Guard in background role demonstrating transition.

**Theme:** transition and order



GA National Guard @GeorgiaGuard · Feb 13

.@GADeptofTrans and @GeorgiaEMA  
getting roads cleared and moving assets to  
critical areas. Great job #teamwork.



## PHASE 5 Transition

### Phase V

**Tasks:** No Change

**Media Posture:** No Change

**Stratcom Priority: (S2, F1)** Images of reunions/  
signs of appreciation from  
impacted community

**Theme:** Employer/  
community support for the  
Guard



Retweeted by GA National Guard



Tim Bellinger @sniper762m · Feb 12

83 yr old woman got a ride home from the hospital. She thought it was "cool". @NationalGuard @GeorgiaGuard #560th



9



11



[View more photos and videos](#)



# Final Thoughts:

Relevant pre-incident communication is decisive in crisis communication

Quality over quantity



Daily

Cumulative

7d

1m

3m

All

From

11/06/2013

To

02/04/2014

Property Name

Likes

Rank

7d

1m

3m



Georgia National Guard

8,587

1,010,928

▲3.8%

▲4.2%

▲5.7%



# Stats for: Your account

Stats are shown in GMT, where it's currently 7.24PM on 4th February 2014 (Tue)

## Daily aggregate views on your account

